



January 30, 2015

Ben Zhavian
Via Email: dabgroupllc@yahoo.com

Property Address: 139-141 Orchard Street
New York, NY

Marketing	
Marketing Start Date:	11/3/2014
Weeks of Marketing:	12
Executed CA's:	92
Tours of Property:	17
Loopnet Hits:	12,521
MKRS Website Hits:	564
Asking Price:	
Initial: Submit Offers	

Marketing Activities	
- Personalized email blast – 10.28.14 to 478 People	
- PR – exclusive with Crain's 11.3.14	
- Posted on LoopNet 11.3	
- Posted on MKRS 11.3	
- Direct Investor blast to 6,000+ 11.4.14	
- Direct Broker blast to 10,000+ 11.6.14	
- Neighborhood Calls, ongoing	
- Most active Developer calls, ongoing	
- Direct email and hard mail notice of auction to all CA list 12.6	
- Direct email Investor and Brokers approx 15,000+ 12.6	
- Notice of auction in Wall Street Journal, The Real Deal, Crains & New York times, scheduled to run week of 12.12	
- Calls to all CA's and other prospects who have expressed interest.	

Print & Digital Advertising Post Stalking Horse:

- New York Times: Print & Digital, Jan 16th, 18th and 21st
- Wall Street Journal: Print & Digital, Jan 18th and 21st
- Additional Press Release to NY Daily News, which was also picked up by The Real Deal, Jan 13th

Tours

#	Name	Campaign	Broker	Comments
1.)	Alex Ohebshalom			Alex is a local hotel investor, he was concerned with the status of the existing concrete super structure.
2.)	Ben Shaoul	Magnum Real Estate Group		Ben is a very active NYC developer, owner, and investor.
3.)	Jeff Bennett	R & B Development		Jeff was relatively quiet throughout the tour, asking questions regarding the overall process and expectations on pricing.
4.)	Jason Hsiang/Michael Pomeranc	Sixty Hotel Group		Michael Pomeranc toured with Jason Hsiang of Sixty Hotels. They have hotel development/management experience but need to learn up on the area before moving forward.
5.)	Eran Nornberg	Atum Equity		Eran Nornberg and his group, Hampshire Hotels, recently acquired 560 7th Avenue from MK. They developed the Dream Hotel as well as The Chirwal (among many), and they have toured the property a number of times in the past. They love the location/height and want to discuss numbers.
6.)	Meir Milgraum	Lightstone Group		Meir came with three of his colleagues. They like the location but believe the rooms are too small and will need to reconfigure the layout. In turn, they believe a lot of work needs to be done and they will not be competitive.
7.)	Jim Luchars	Stonebridge Co's		Stonebridge is currently developing 3 hotels in Manhattan, they typically work with Marriott who toured after. They cannot compete north of \$30m.
8.)		Marriot Hotels		Marriot has a new brand, similar to the ACE hotel they are looking to bring out.
9.)	Mark Harounian	Jam Realty		Mark is an active investor, primarily in multifamily. He would look to convert the Hotel to extended stay or maybe a variance for full residential.
10.)	Sam Alison-Mayne	Tankhouse		Sam was concerned about the overall size of the rooms and their ability to drive ADR.
11.)	Will Obeid	Arcade Capital		Will toured with his equity investors.
12.)	Will Obeid	Arcade Capital		Comments Pending
13.)	Amon Harazi	Bluerock Prop		We don't have much info on Amon, other then he supposedly owns a few select service hotels in the NYC Metro area. He seemed concerned over the amount of work needed to complete the hotel.
14.)	Will Obeid	Arcade Capital		Came through with Robert Marcus and David Rosen.
15.)	Baysal Alp and Kozbek Kadir		Alan Cohen	Alan's clients are buyers from Istanbul.

16.)	Michael Zeylikman	Domain Properties	Michael represents a foreign hotel group, they toured with quite a few investors.
17.)	Pinky Vad	Pan Wi	Pinky owns a hotel in Midtown, he likes the project, but was very skeptical of the stalking horse pricing. He felt there was an additional \$15-\$16 million needed.

Executed CAs

#	Name
1.)	Todd M. Lippiatt/Aristone Capital Partners
2.)	Samuel Eshaghoff/GPB Capital
3.)	Michael Paster/RKF
4.)	Mordechai Getz/Transition Acquisitions
5.)	Steven Jacobson
6.)	Scott Sabbagh/Matrix Real Estate Advisors, LLC
7.)	Michael Stern/JDS Development Group
8.)	Will Obeid/Arcade Capital
9.)	Deborah A. Schwartz
10.)	Sam Alison-Mayne/Tankhouse Development
11.)	George Stergiopoulos/Kenilworth Capital Advisors
12.)	Luca Burato/Vivaldi Real Estate
13.)	Constantine S. Dimas/Loews Hotels
14.)	Meir Milgram/Lightstone Group
15.)	Paul Strullings/Hotel on Rivington
16.)	Robert Kohn
17.)	Greg Baldwin/Albanese Organization
18.)	David Huke/SoHo Properties
19.)	Chris Losco/Hamptons Hotel Group
20.)	Matt Lane/The Lane Organization
21.)	Cory Elbaum/Thor Equities
22.)	Steven Bahar
23.)	Conor Osborne/XYZ Partners
24.)	Brandon Eisenman/RKF
25.)	Alex Shalom/Empire Management
26.)	Sam Spesurin/Liv Dev Co
27.)	Joseph Yi/Lam Group
28.)	Michael Shvo/SHVO
29.)	David Blumenfeld/Blumenfeld Development
30.)	Harold Sherr/Sherr Equities
31.)	Harry Kotowitz/HK Organization
32.)	David Rothenberg/Tishman
33.)	Mitch (Jean Michel) Wasterlain/Vanguardia Partners
34.)	Angel Redondo/Ferrado
35.)	Gary Tamarkin/Tamarkin Co.
36.)	Jonathan Marrone/Fortuna Realty Group
37.)	Jason Hsiang/Sixty Collective, LLC
38.)	Dan Harrington/Brantwood Capital Partners
39.)	Richard Born/BD Hotels
40.)	George Pantelidis/Pan Brothers Associates
41.)	Justin Pelsinger/GFI Realty Services
42.)	Rita M. Jones/Crescent Heights

43.)	Justin Martin/Urban Muse
44.)	Ramin Josh Zakarya/Empire State Commercial Properties
45.)	Philip Watkins/Megalith Capital Management
46.)	Greg Manoherian/Roe Co
47.)	Chris Miculic/Structure Tone Equities
48.)	Scott McChesney/Stonebridge Companies
49.)	Ben Shaoul/Magnum Management
50.)	Willy Geiler/Highgate Holdings
51.)	Fredric Leopold/Northstar Properties
52.)	Taylor Callahan/OTO Development
53.)	Robert Lobel/Bellrock Development
54.)	Kaunteya Chimis/MCR Development LLC
55.)	Robert Skolnick/Ceruzzi Properties
56.)	Michael Shah/Delshah Capital
57.)	Nathan Franco/HAP Investments
58.)	Juan Figueroa/Bullwhip Management
59.)	Drew Popkin/Naftali Group
60.)	David Mounian/Mon Development
61.)	Leigh Searl/The Nassimi Group
62.)	Robert Kaliner/Ascend Group
63.)	Joel I. Beeler/Realty Center Associates Inc.
64.)	Aaron Pouladian/SAP Developers LLC
65.)	Pelle Hamburger/Arum Equity
66.)	Hann Yagen/Domain Properties
67.)	Guy Saban/Coien Real Estate
68.)	Frank Ng/Golden Fortune Corp
69.)	Raviraj Dave/Skyview Capital
70.)	Metin Negrin/Lexin Capital
71.)	Ameer B. Amin/Joss Realty Partners
72.)	Mark Lapidus/WeWork
73.)	Robert Bagdadi/Apollo Builders, LLC
74.)	Steven Figari/SLATE Property Group
75.)	James Panichdis/Pan Brothers Associates
76.)	Anthony Lee/Eastone Capital LLC
77.)	Erik Warner/Eagle Point Hotel Partners
78.)	Loren Berkley/Lodging Capital Partners LLC
79.)	Alan S. Cohen/ABS Partners Real Estate
80.)	Steve Hackel/Windward RE
81.)	Thomas Klosinski/Corigin Real Estate Group
82.)	Eli Liberman/Sel Capital LLC
83.)	Jane Chin/Corcoran
84.)	Rex Hakimian/Hakimian Organization
85.)	Zoe Martineau/United Realty
86.)	Isha Shah/Fantasia World Inc.
87.)	Robert P. Sharestein/RPS Equities
88.)	Jerry Choe/Xenecore

89.)	Andrew Conner/Dash Group LLC
90.)	Sean Ludwik
91.)	John Woo/Colliers
92.)	Rebecca Fucci/BSD Equities

Best Regards,



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THE BRONX BROOKLYN MANHATTAN NASSAU NEW JERSEY QUEENS STATEN ISLAND WESTCHESTER

Call Log		
Con	Michael Saadine/Northwood Investors	
Con	Steve Hackel/Windward RE	Given time frame, difficult, but wants to see setup.
Con	Nick Donovan, Esq/Donovan LLP	Attorney for Serge Hoyda, looking to bid at auction.
Con	Eli Liberman/Sel Capital LLC	Most likely Pass
Con	Robert P. Sharestein/RPS Equities	Reviewing, most likely a pass.
Con	Greg Kalnit/Adell Corporation	
Con	Attil Jariwala/Bridgeton Holdings	Pass due to pricing, interested in the 20's
Con	Sean Ludwick	Pass but will look at the book on Orchard. Sent him two sites in Brooklyn.
Con	Alex Shalom/Empire Management	Interested, may bid
Con	Veronica Hackett/Clairet Group	Will review
Con	Jerry Choe/Xencore	Bidding
Con	Yoav Haron/Artimus Construction	Pass...doesn't think he can compete on it. 50k+. SF citywide.
Con	Arnon Harazi/Blue Rock Properties	Pass
Con	Rodrigo Real/Baloro Capital Management LLC	Closed on 5 beekman, 125 Greenwich, 610 Lex. Lender/Equity.
Con	Ted Nir/National Investment Realty, LLC	Pass
Con	Paul Patel/KP Hospitality	# not in service looking at it.
Con	Anthony Lee/Eastone Capital LLC	Reviewing, most likely a pass.
Con	Thomas Klosinski/Corign Real Estate Group	Not Interested.
Con	Jack Heaney/Fulcrum Properties, LLC	Building hotel near barclay center by Marriott. Pass on 139 Orchard
Con	Louis Greco/SDS Brooklyn	Will look at these
Con	Eric Granovsky/ESG Kullen	Will look at these
Con	Jane Gol/Continental Ventures	Will look at but needs to focus on other things.
Con	Roberto Fata/Fata Organization	Pass
Con	Samuel Eshaghoff/GPB Capital	Pass due to pricing
Con	Eran Ehanani/Esquered Realty	Pass on 139, sent N3rd
Con	Zach Berger/Highgate Holdings	Pass due to pricing
Con	Juliet Sea Chen/Anbau Enterprises	Pass orchard and north 3rd too small
Con	Roger Bitzenbender/KUB Capital	Pass
Con	Charles Birnbaum/Atelier Real Estate Partners	Interested in 885 and N3rd, sent. pass orchard
Con	Jack Beyda	Pass due to pricing.
Con	Ed Beason/EBBW	Pass on orchard, interested in north 3rd.
Con	Lenny Bayer/Goodstein Development Corp.	Pass
Con	Liron Atholz/ANA Real Estate	pretty sure he is a broker, pass
Con	David Rothenberg/Tishman	Pass
Con	Scott McChesney/Stonebridge Companies	Pass due to pricing.
Con	Roberto Fata/Fata Organization	Spoke to Henry. Not interested in East Shore. Will look at Orchard.
Con	Scott Sabbagh/Matrix Real Estate Advisors, LLC	Pass due to pricing guidance
Con	Harold Sher/Sher Equities	Pass due to pricing
Con	Meir Milgraum/Lightstone Group	Loves the property, very familiar with it. cannot compete at 34M+
Con	Ramir Josh Zakarya/Empire State Commercial Prope	Will relay to his client
Con	Justin Martin/Urban Muse	Looking at it, not overly focused
Con	Justin Pelsinger/GFI Realty Services	They are in the mid 20's.
Con	Cary Tamarkin/Tamarkin Co.	
Con	Jonathan Marrale/Fortuna Realty Group	interested
Con	Harry Kotowitz/HK Organization	email package
Con	Haim Yagen/Domain Properties	scheduled to tour
Con	Joseph Yi/Lam Group	looking at it, will consider.
Con	Chris Losco/Hamptons Hotel Group	Pass, cannot compete north of 31M
Con	David Huke/SoHo Properties	Cannot compete north of \$30M.
Con	Steven Jacobson	Conversation, client can't compete north of that price.
Con	Samuel Eshaghoff/GPB Capital	Doesn't remember the deal, emailed it again.
Con	Guy Saban/Cohen Real Estate	Updated, client most likely a pass
Con	Steve Barthell/Fedgall	
Con	Daniel Hollander/DHA Capital LLC	Will look at Pacific again. Probably a pass on Orchard.
Con	Nicholas Silvers/Tavros Capital	No to 285 w 12th and 99 7th Ave (not enough scale)
Con	Roberto Fata/Fata Organization	S/w Henry. Asked me to email it over. Henry@fata.com
Con	Philip B. Murphy/Long Wharf Real Estate Partners	
Con	Cathy Resnick/Mast Acquisitions LLC	Pass. Really looking for 30k BSF+ Definitely interested in 139 Orchard
Con	Cary Tamarkin/Tamarkin Co.	Interested maybe at \$33 but needs the Rivington F&B
Con	Michael Stern/JDS Development Group	Probably pass on this.
Con	Scott Shnay/SK Development	Will consider but probably too expensive.
Con	Albert R. Picallo/Synapse Capital	Ran Stellar Management acquisitions, with them for 4 years w/ Larry Gluck
Con	Kasra Sanandaji/Apex Investments	Pass
Con	Richard Born/BD Hotels	Pass on Orchard, Pacific, and Si.
Con	Richard Born/BD Hotels	Wants to take a look.
Con	Robert Kohn/The Daniel Group	Reviewing
Con	Justin Martin/Urban Muse	363, interested, very.
Con	Dan Harrington/Brantwood Capital Partners	
Con	Conor Osborne/XYZ Partners	reviewing
Con	David Huke/SoHo Properties	
Con	Chris Miculic/Structure Tone Equities	Interested, knows site well. Sent the CA for his review.
Con	Ari Heckman/Ash NYC	wants to tour
Con	David Huke/SoHo Properties	
Con	Will Obeid/Arcade Capital	
Con	Scott McChesney/Stonebridge Companies	Interested.
Con	Jeffrey Baltzer/Magna Hospitality Group	
LM	Anthony Lee/Eastone Capital LLC	
LM	Jerry Choe/Xencore	
LM	Alex Shalom/Empire Management	
LM	John Woo/Colliers	
LM	Andrew Conner/Dash Group LLC	
LM	Eran Nornberg/Atum Equity	
LM	Shelly Listokin/Urban Realty Partners, LLC	
LM	Todd M. Lippmann/Arstone Capital Partners	
LM	Mordy Lipkis/The Shushana Company	
LM	Edmond Li/Veracity Development	
LM	Noah Leonard/Macklowe Organization	

LM Jeffrey Lam/Lam Generation
LM Atit Jariwala/Bridgeton Holdings
LM Kenneth Horn/Alchemy Properties
LM Eddie Hidary/Hidcock Realty, Inc.
LM Chip Weiss/Flintlock Construction Services
LM Emileena Pedigo
LM Mehuil Patel
LM Etienne Paris/DeCoene Holdings, LLC
LM George Stergiopoulos/Kenilworth Capital Advisors
LM Sam Alison-Mayne/Tankhouse Development
LM Joe Levine/United Realty Advisors
LM Steve Hackel/Windward RE
LM Loren Berkley/Lodging Capital Partners LLC
LM Alan S. Cohen/ABS Partners Real Estate
LM Jeffrey Harmatz/OTL
LM Ben Harlev/Arava Group
LM Yoav Haron/Arimus Construction
LM Jonathan Grzyb/Corigin Real Estate Group
LM Jason Hsiang/Sixty Collective, LLC
LM Chance Gordy/Real Estate Inveread
LM William Giordi/Dalshah Capital Pass on 139 and pass on 285 W 12th Street.
LM Mitch Garrett/VOS Hospitality
LM Kevin Gao/Kano Real Estate
LM David Godbout/Junius Real Estate Partners
LM Jeff Gershon/Gershon Company
LM Jane Gladstein/Gladstein Development Group, LLC
LM Ahron Freilich/IDM Capital
LM William Fegan/TriBeach Holdings
LM Chad Cookey/August Group NYC
LM Jordan Cohen/AD Real Estate Investors
LM John Clafone Left message secretary
LM Kaunteya Chinnis/MCR Development LLC
LM Charles J. Bordonaro/AWH Partners
LM David Blumentfeld/Blumentfeld Development
LM Andrew T. Berkowitz/Vandewater Capital Holdings
LM Joel Bergstein/Lincoln Equities Group
LM Zach Berger/Highgate Holdings
LM Victor Alfonso/Greenwich Realty Holdings
LM Aaron Fouladian/SAF Developers LLC
LM Leigh Seal/The Nassimi Group
LM Joel I. Beeler/Realty Center Associates Inc.
LM Juan Figueroa/Bullwhip Management

LM Steven Bahar/Stemar Development
LM Anthony Lee/Eastone Capital LLC
LM Pelle Hamburger/Atura Equity
LM Ian Davis/Lodging Capital Partners LLC
LM Ramin Josh Zakarya/Empire State Commercial Properties
LM Angel Redondo/Ferrado Vm not set up. will try again.
LM Dan Harrington/Brantwood Capital Partners
LM Meir Milgraum/Lightstone Group
LM Jason Hsiang/Sixty Collective, LLC
LM David Rothenberg/Tishman
LM Blake Nucci/Tishman Speyer
LM Harold Sher/Sherr Equities
LM Joseph Yil/Lan Group
LM Alex Shalom/Empire Management Left message secretary
LM Brandon Eisenman/RKF
LM Steven Bahar/Stemar Development
LM Chris Losco/Hamptons Hotel Group
LM Greg Baldwin/Albanese Organization
LM Paul Stallings/Hotel on Rivington
LM Meir Milgraum/Lightstone Group
LM Constantine S. Olimas/Lew's Hotels
LM Luca Burato/Vivaldi Real Estate
LM George Stergiopoulos/Kenilworth Capital Advisors Could not connect, no VM
LM Deborah A. Schwartz
LM Scott Sabbagh/Matrix Real Estate Advisors, LLC
LM Mordechai Getz/Transition Acquisitions Left message secretary.
LM Michael Paster/RKF
LM Todd M. Lippit/Ariston Capital Partners Left message w/secretary
LM Haim Yagen/Domain Properties
LM Jeffrey Baltzer/Magna Hospitality Group
LM Asher Toporovsky/Toporovsky & Sons Realty Corp.
LM Nicholas Silvers/Tavros Capital
LM Jared Siegel/Squire Investments LLC
LM David Huke/Soh Properties
LM Scott Sabbagh/Matrix Real Estate Advisors, LLC
LM Charles Morisi/Spitzer Enterprises
LM Bradford Kiat/Roseland Property Company
LM Christopher J. King/Ridge Road Properties LLC Him and his brother doing all types of things all over the place. Opportunistic buyers.
LM Teddy Schiff/Arel Capital
LM Joel I. Beeler/Realty Center Associates Inc.
LM Elly Flippin
LM Willy Geier/Highgate Holdings
LM Justin Petsinger/GFI Realty Services
LM Harry Kotlowitz/HK Organization

LM Harold Sherr/Sherr Equities
LM David Blumenfeld/Blumenfeld Development
LM Steven Bahar/Stemar Development
LM Michael S. Wahba/United Equity Investments
LM Raymond Chaine/Broad Street Development
VM Thomas Bencivengo/Synapse Capital
VM Steve Barthel/Redgate
VM Robert Bagdadi/Apollo Builders, LLC
VM Michael Shah/Delshah Capital
VM Jason Levine
VM Scott McChesney/Stonebridge Companies